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**CELLULAR SOUTH CEO:
WIRELESS CONSUMERS DESERVE BETTER ACCESS TO LTE**

Ridgeland, Mississippi – Cellular South President and CEO Hu Meena commented today on what Cellular South's deployment of an LTE network means for the development of the 700 MHz LTE ecosystem. Meena said:

"Today, we announced our plan to deploy an LTE network with Samsung equipment and devices. We are all very excited to bring the next generation of wireless technology to our customers and looking forward to the chance to deliver LTE technology over our recently-acquired 700 MHz spectrum. While this represents a significant positive step for our customers, all wireless consumers deserve better access to LTE as the industry moves forward."

"With AT&T and Verizon on the cusp of LTE deployment, it was important that we deliver an LTE solution, even without the assurance of interoperability. We had to act aggressively now to maintain our ability to compete with what would otherwise become a wireless telecom duopoly on LTE in the 700 MHz band."

"Because policy-makers have so far failed to restore the Reagan-era FCC's interoperability rule across the 700 MHz spectrum, AT&T and Verizon are developing essentially proprietary bands and equipment. Without 700 MHz interoperability, wireless users may not have the ability to roam on other 700 MHz LTE networks or keep their 700 MHz LTE devices when changing providers."

"It's critical to note that if we had interoperability across the 700 MHz spectrum, we could have deployed this network months ago. We would have already put substantial capital to work across several states, building towers and retail locations as well as hiring employees. Current spectrum policy has and continues to limit unnecessarily our ability to create jobs by keeping substantial capital on the sidelines."

"Today's announcement is further evidence of Cellular South's commitment to a competitive wireless marketplace that provides consumers with the choice they need to affordably access the technologies they need. The same policies that promote choice foster competition, which spurs economic growth and creates jobs. Continuing to allow substantial capital to remain sidelined because an industry's two biggest players can't compete on a level playing field is irresponsible."

Background: Cellular South and Samsung Telecommunications America (Samsung Mobile) announced a strategic alliance today to build a fourth generation (4G) mobile broadband network for the nation's largest privately owned wireless communications provider using Long Term Evolution (LTE) technology.

The alliance also calls for Samsung Mobile, the No. 1 mobile phone provider in the U.S., to supply Cellular South with two LTE Band Class 12 4G smartphone handsets as well as other new and innovative network solutions operating in the 700 MHz spectrum. The devices and the network will be ready for launch in the fourth quarter of 2011.

"As the wireless industry and the technology that drives it continues to evolve, it's important that all wireless providers can remain competitive," said Jeff Kagan, an Atlanta-based wireless industry analyst and telecom expert. "Cellular South, like all providers today, wants to give their customers access to the high-speed, advanced 4G data network it's capable of providing with their new partnership with Samsung."

About Cellular South: Cellular South is a privately-owned diversified mobile communications company passionately committed to helping customers get the most out of their wireless devices and services. The nation's largest privately owned wireless carrier serves over 870,000 customers in Mississippi, Tennessee, Alabama, and Florida. Cellular South is a leading member of the Rural Cellular Association. The company's CEO, Hu Meena, is the current Vice-Chair of the RCA's Board of Directors. In January, Cellular South ended its 20-plus year relationship with CTIA over concerns that the Association's views were harming consumers by promoting the market dominance of the nation's two largest wireless carriers. For more information, visit www.cellularsouth.com

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